

## Seamlessly connect with prospects and customers

There's never been a time when a small business could afford to miss a call from a prospective buyer or important customer. In today's economy, it's more important than ever.

You don't want a prospective buyer to call your business only to be told that you, or the sales representative, are out and will call them back later. You don't want to risk that, by the time the call is returned, the prospect has gone elsewhere. If your business handles time-sensitive information or has an urgent project underway, being reachable wherever you go is just as critical.

As your telecom provider we want you to know that you now have access to a presence management technology -- previously available only to large enterprises -- that can help you prevent missed sales opportunities and much more.

With presence management, or, as it is often called, mobility/mobile access or communication management, you can take full control over how and where to receive calls and information.

The features of presence management are extensive. Here are just a few of the communication advantages it provides:

- Be reachable 24/7 from a single number to all your numbers (home, mobile, business).
- Deliver a consistent, professional experience to all callers.
- Help make sure callers can reach you or your sales people in one call.
- List your availability on your network, including when you do not want to be disturbed.
- Check the availability of others in your business.
- Easily communicate by instant message (IM) with your team.
- Use your mobile phone to access all voice messages that come into your business.
- Rely on the system to route calls through the least costly path.
- Integrate your address book into the system for up-to-date number reference.
- Log a record of all calls for reference later when necessary.
- Connect your smartphone to your PC and your phone system.
- Get real-time call alerts online.

Presence management is a powerful, yet easy-to-use system that you can set up to support the way you want to do business and prevent missed sales in a number of ways.

Real estate agencies are the perfect example of businesses that can benefit from presence management. They are in sales, have many deals working simultaneously and are on the road a majority of the time. Presence management can be set up to have every call to them ring at their office, on their mobile phone and to their home office simultaneously. Regardless of where they are at the time, they'll never miss a call.



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Here's another valuable use of presence management similar to what was reported in our November 2010 issue of Business Insights:

Imagine a customer of yours sending an urgent email to place an order at the last minute. Your employee who usually handles orders is away on vacation, but, through the presence management text-to-speech feature, she listens to her email on her smartphone. Then she dials into the corporate system and -- through presence management -- is able to locate another employee who can place the order. However, there is a question about the order. So the second employee uses instant messaging (IM) to contact you. You're in a meeting but are able to quickly answer the question over the IM, so the sale can be completed.

Presence management helps you achieve the almost effortless communication necessary to run your business effectively and to ensure that you and your employees can be attentive to the needs of clients and prospects. It's a smart way to keep a competitive edge.

